We Claim:

1. A method of identifying clothing combinations, the method comprising the steps of:

(a) identifying a first article of clothing and a search request;

(b) identifying a set of rules for selecting clothing combinations;

(c) transmitting the identification of the first article of clothing, the search request and the identification of the set of rules to a rules engine; and

(d) receiving an identification of a second article of clothing that satisfies the set of rules.

2. The method of claim 1, wherein the set of rules includes rules for permissible color combinations.

3. The method of claim 1, wherein the set of rules include rules for permissible pattern combinations.

4. The method of claim 1, wherein step (a) comprises reading a tag embedded in the first article of clothing.

5. The method of claim 1, wherein step (a) comprises selecting the first article of clothing from a selection of clothing in a brick and mortar store.

6. The method of claim 1, wherein step (a) comprises selecting the first article of clothing from a selection of clothing offered for sale by a web site.

7. The method of claim 1, wherein the first and second articles of clothing are owned by the same person.

8. The method of claim 1, wherein the first article of clothing is part of a user's current wardrobe and the second article of clothing is not part of the user's current wardrobe.

9. The method of claim 1, wherein the first article of clothing is not owned by a user.

10. The method of claim 1, wherein step (b) comprises identifying an owner of the first article of clothing.

11. The method of claim 1, further including the step of:

(e) receiving the identification of a third article of clothing that satisfies the search request

12. A method of selecting clothing combinations, the method comprising the steps of:

(a) receiving a query including characteristics of a first article of clothing, the identification of a user and a search request;

(b) accessing a set of rules associated with the user and for determining permissible clothing combinations;

(c) utilizing the rules and the characteristics of the first article of clothing to identify a second article of clothing that forms an appropriate clothing combination with the first article of clothing; and

(d) transmitting an identification of the second article of clothing.

13. The method of claim 12, wherein the rules comprise:

a rule requiring the first and second articles of clothing to be the same style.

14. The method of claim 12, wherein the rules comprise:

a rule requiring the first and second articles of clothing to be the trendiness level.

15. The method of claim 12, wherein the rules comprise:

a rule requiring the first and second articles of clothing to be the same formality level.

16. The method of claim 12, wherein the rules comprise:

a rule requiring the first and second articles of clothing to have coordinated patterns.

17. The method of claim 12, wherein the rules comprise:

a rule requiring the first and second articles of clothing to have coordinated colors.

18. The method of claim 12, wherein the rules comprise:

a rule requiring the first and second articles of clothing to be made of coordinated materials.

19. The method of claim 12, further including the step of:

displaying on a display device images of the first and second articles of clothing.

20. The method of step 12, further including the step of:

determining an order to utilize while applying the rules.

21. The method of claim 12, further including the steps of:

utilizing the rules and the characteristics of the first article of clothing to identify a third article of clothing that forms an appropriate clothing combination with the first article of clothing; and

(d) transmitting to a display device an identification of the third article of clothing.

22. A method of selecting clothing that may be of interest to a user, the method comprising the steps of:

(a) receiving from an input device a query including the identification of a user and a search request;

(b) accessing a set of rules associated with the user and for determining desirable clothing combinations;

(c) utilizing the rules and the search request to identify an appropriate clothing combination; and

(d) transmitting to a display device an identification of clothing combination.

23. The method of claim 22, wherein the rules require elements comprising the clothing combination to be intended for the same gender.

24. The method of claim 22, wherein the rules require elements comprising the clothing combination to be intended for the same occasion.

25. The method of claim 22, wherein the rules require elements comprising the clothing combination to be of the same style.

26. The method of claim 22, wherein the rules require elements comprising the clothing combination to be intended for the same body type.

27. The method of claim 22, wherein the search request includes the identification of an occasion that the user desires to wear a clothing combination and the rules include a rule for determining how appropriate it is to wear a clothing combination to the occasion, and

the utilizing step comprises the steps of:

accessing clothing attributes for a collection of clothing;

ranking clothing combinations based on how well each clothing combination satisfies the rules.

28. The method of claim 22, further including the step of displaying on a display device images of the clothing combination.

29. A method of selecting clothing that may be of interest to a user, the method comprising the steps of:

(a) receiving clothing attributes for a clothing combination selected by a user;

(b) generating a rule for the selection of additional clothing combinations based on the attributes of the clothing combination selected by the user;

(c) receiving from an input device a query including the identification of a user and a search request;

(d) accessing a set of rules associated with the user and that includes the generated rule;

(e) utilizing the set of rules and the search request to identify an appropriate clothing combination; and

(f) transmitting to a display device an identification of clothing combination.

30. The method of claim 29, wherein the clothing combination selected by the user is a combination the user approves of.

31. The method of claim 29, wherein the clothing combination selected by the user is a combination the user does not approve of.

32. The method of claim 31, further including the step of receiving and identification of the attributes the user does not approve of.

33. The method of claim 29, wherein the clothing combination selected by the user is a combination displayed in a magazine.

34. A system for selecting clothing comprising:

a wardrobe database that stores an identification of clothing owned by a user;

a rules database of rules for making clothing selection decisions; and

an inference engine that configured to receive a search request from the user, retrieve

rules from the rules database and select the identification of an article of clothing from the clothing database.

35. A computer-readable medium having computer-executable instructions for performing the steps of:

(a) receiving a query including characteristics of a first article of clothing, the identification of a user and a search request;

(b) accessing a set of rules associated with the user and for determining permissible clothing combinations;

(c) utilizing the rules and the characteristics of the first article of clothing to identify a second article of clothing that forms an appropriate clothing combination with the first article of clothing; and

(d) transmitting an identification of the second article of clothing.